



Regional Implementation Plan for Smart Growth Development Strategies

Association of Monterey Bay Area Governments

Community-Based Transportation Planning
FY 10-11 Grant Cycle
District 5
Grant Award Amount: \$190,170



Project Summary:

The adoption of a preferred growth scenario from the Regional Blueprint effort identified a sustainable development pattern for the region. Through this project, the Association of Monterey Bay Area (AMBAG) invited community members and local planning agencies to take the next step in implementing policies and realized the preferred growth scenario.

Community Outreach

- AMBAG convened the Regional Advisory Committee which consisted of representatives of stakeholder groups including: local planning and redevelopment staff, community interest groups, business, labor relations, agriculture, environmental organization, design, development, real estate, tourism, transportation, water resources, and education.
- Methods for obtaining public input were two online surveys, three group meetings, and one-on-one interviews.

Project Outcome

- The three main outcomes of this project were the development of a scenario planning framework for the Sustainable Communities Strategy and a development potential analysis, an infill feasibility analysis, and a political feasibility analysis of smart growth development strategies.

Successes & Next Steps

- In 2011, AMBAG formed a Regional Advisory Committee which has been central to the political feasibility analysis component of this project.
- AMBAG plans to have this project lead to the development of their Sustainable Communities Strategies which has been funded through the Strategic Growth Council.
- As well, AMBAG plans to participate in the Metropolitan Transportation Plan/ Regional Transportation Plan Update for 2014.